

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 02858 260914Z

42

ACTION EB-07

INFO OCT-01 EA-09 ISO-00 /017 W
----- 013904

R 260810Z FEB 76
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 7205

UNCLAS TOKYO 2858

E.O. 11652: N/A
TAGS: ETRD
SUBJECT: ADVERTISING COUPONS

JW-6-519 RE WJ-6-289-AP. USTS/TOKYO HAS CONTRACTED ROYAL BROS.
MAILING SERVICE TO HANDLE FULFILLMENT OF AD COUPONS. SCOPE OF
THEIR WORK INCLUDE PICK-UP OF COUPONS AT POST OFFICE BOX, ENVELOPE
ADDRESSING, INSERTION OF FULFILLMENT PIECES (HOLIDAY PLANNER,
COVER LETTER, TPC LIST), MAILING OF THE ENVELOPES AND SUBMISSION
TO USTS MONTHLY REPORTS ON ACTUAL NUMBER OF COUPONS FULFILLED.
WE ARE NOT SURE WHAT YOU MEAN BY COUPON CONVERSION REVENUE
FIGURES, AND THEREFORE DO NOT BELIEVE WE MAINTAIN THEM. WE HAVE,
HOWEVER, MADE A STUDY BASED ON FY75 COUPON RECEIPTS (COPY SUBMITTED
TO YOU UNDER TSD JW-6-244) WHICH MAY PROVIDE THE INFORMATIN YOU
ARE SEEKING. NO OTHER STUDIES OR RECORDS ARE AVAILABLE.
HODGSON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: ADVERTISING, POSTAL SERVICE
Control Number: n/a
Copy: SINGLE
Draft Date: 26 FEB 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
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From: TOKYO
Handling Restrictions: n/a
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Margaret P. Grafeld
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Status: NATIVE
Subject: ADVERTISING COUPONS JW-6-519 RE WJ-6-289-AP. USTS/TOKYO HAS CONTRACTED ROYAL BROS.
TAGS: ETRD, JA, ROYAL BROS MAILING SERVICE
To: COM
Type: TE
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